

ORANGEVILLE SELLER WORKBOOK

Orangeville Home Pricing Workbook

Choose an asking price using recent comparable sales, the homes buyers can see now, and the search filters they use. Then agree on what you will review after launch and when you will make the next decision.

Includes five pricing worksheets, a hypothetical search-filter example and ten questions to ask before hiring a REALTOR®.

Prepared by Kevin Flaherty, Broker | eXp Realty, Brokerage

Request your Orangeville home evaluation

01 / PRICING EVIDENCE

Build your comparable-home shortlist

Use the most relevant recent sold homes to estimate a value range. Use active listings to see what buyers can choose today.

My property or reference _____

Property type and key features _____

Comparison	Price and date	What differs from my home?
Recent sale A		
Recent sale B		
Recent sale C		
Active competitor A		
Active competitor B		

Compare location, property type, usable space, condition, lot, parking and features buyers are likely to value. Record when you checked the list and which property most closely matches yours.

Which sale best supports the range, and what could move the estimate?

Orangeville Real Estate Market report

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02 / BUYER SEARCH RANGES

Test the asking price in buyer searches

Check the filters actual buyers use, and look at which listings appear beside yours.

Hypothetical asking price	Buyer uses a maximum of $750,000
$750,000	Can appear if the search includes the upper limit and the home meets the other filters.
$759,900	Falls above the cap and is excluded by that price filter.

These prices illustrate a filter only. Start with a range supported by comparable sales, then check how each candidate asking price changes visibility and competition.

My candidate price	Filters to test	Closest competing homes
A. $		
B. $		
C. $		

Which candidate price has the strongest evidence and buyer visibility?

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03 / LAUNCH PLAN

Set the asking price and review date

Agree on how the price, presentation and marketing work together before the listing goes live.

- ☐ Confirm the comparable-sale range and the active homes competing for the same buyers.
- ☐ Review the listing on a phone. Make sure photos, floor plans and any Video Narrated VR Animated Online Showing explain the property clearly.
- ☐ Check the asking price and listing details across the MLS® system and the public sites where the listing appears.
- ☐ Agree on showing access, who handles enquiries and when you will receive feedback.

Decision	Record your plan
Supported price range	
Launch asking price and reason	
Launch date	
First review date and person responsible	
Showing and feedback signals to review	

What would justify reviewing the price sooner?

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04 / READ THE RESPONSE

Diagnose what is holding buyers back

Use activity, buyer feedback and changing competition together. A single comment rarely explains the full response.

What you see	What to check with your REALTOR®
Few enquiries or showings	Check search filters, listing distribution, opening photos, showing access and the asking price against comparable listings.
Showings with few return visits	Look for recurring feedback about condition, layout, presentation or value. Compare recent competing sales.
Interest with weak offers	Compare terms, buyer certainty and current alternatives. Revisit the evidence for the price and the negotiating plan.
A competing home sells or reprices	Check whether it really competes for the same buyer and how the new evidence changes your range.

Repeated buyer feedback or change in competition

Decision, evidence and next review date

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05 / COMPARE OUTCOMES

Compare the offer and the likely proceeds

An asking price helps attract attention. Once offers arrive, compare the amount you could keep, the terms and the chance of closing.

Decision item	Offer A	Offer B
Offered sale price		
Estimated net proceeds		
Deposit and due date		
Conditions and deadlines		
Closing date		
Inclusions, repairs or credits		

Ask your representative to compare offers using the same cost assumptions. Have your lawyer clarify any unusual terms before you commit.

What should I clarify or negotiate before deciding?

[Orangeville selling costs and net proceeds guide]

06 / INTERVIEW GUIDE

Ten questions from Kevin’s video

Questions 1 to 5. Ask each REALTOR® to show evidence and explain how it applies to your home.

Watch Kevin’s video at flaherty.ca/10questions

1. What makes you different from other REALTORS®? Why should I list my home with you?

Ask for a sample that shows how the representative plans pricing, presentation and launch.

2. What is your track record and how does it stack up against other REALTORS®?

Ask for comparable results and the dates, locations and definitions behind the figures.

3. What are your overall marketing plans for my home?

Ask how the launch will reach buyers in your price range and who checks the listing after it goes live.

4. How many buyers are you currently working with?

Ask how suitable buyers will be identified, reached and followed up.

5. Do you provide floor plans that give the square footage of the home and show where the measurements were taken?

Ask for a sample floor plan and how measurements will be verified.

06 / INTERVIEW GUIDE

Ten questions from Kevin’s video

Questions 6 to 10. Ask each REALTOR® to show evidence and explain how it applies to your home.

Watch Kevin’s video at flaherty.ca/10questions

6. Do you offer an online showing that is narrated?

Watch a complete narrated showing and ask how important property details will be checked.

7. What in your marketing provides the online buyers with a clear understanding of a listing's colours, composition, layout and feel for the size of the rooms?

Try a sample presentation on your phone. Can you tell how the rooms connect and which features stand out?

8. What kind of reporting do you provide me with respect to activity on my listing?

Ask for a sample report and agree on when you will review showings, feedback and price.

9. What happens when you're busy and a buyer wants to see my home?

Ask who handles enquiries and showing requests when the lead representative is unavailable.

10. How many different places online will my listings appear?

Request a list of the sites buyers will see and ask who checks how the listing appears on each.

07 / REUSABLE INTERVIEW SHEET

Record answers to questions 1 to 5

Print a set for each REALTOR®. Note what they will provide, what evidence they can show and when they will follow up.

REALTOR® / brokerage _____ Date _____

Property / reference _____

1. What makes you different from other REALTORS®? Why should I list my home with you?

2. What is your track record and how does it stack up against other REALTORS®?

3. What are your overall marketing plans for my home?

4. How many buyers are you currently working with?

5. Do you provide floor plans that give the square footage of the home and show where the measurements were taken?

Pricing, service or evidence questions to follow up

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08 / SOURCES AND NEXT STEP

Bring your pricing worksheets to a home evaluation

Kevin Flaherty began his real estate career in 1988. Bring your comparable-home shortlist, candidate prices and questions to discuss the right launch strategy for your Orangeville home.

Request your Orangeville home evaluation

Continue your Orangeville pricing research

Read the companion Orangeville pricing guide

See current data in the Orangeville Real Estate Market report

Learn what an Orangeville home evaluation includes

Read the guide to estimating selling costs and net proceeds

Watch Kevin’s ten interview questions

Flaherty Team member profile in the Dufferin Board of Trade directory

Financial Consumer Agency of Canada | Selling a home

This workbook uses illustrative prices. For a listing decision, use current local evidence and the facts of your property.

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